

EUROPEAN — IMPORTS — a Sysco company

FEBRUARY 2022 NEWSLETTER

THIS MONTH'S INDUSTRY EVENTS

FEB 6TH–8TH 2022
WINTER FANCY FOOD SHOW
LAS VEGAS

















NEXT MONTH'S HOLIDAYS & EVENTS *time to start planning!*

MAR 13 SPRING FORWARD
MAR 13 MARCH MADNESS BEGINS
MAR 17 ST. PATRICK'S DAY
MAR 17 SPRING EQUINOX

all month long...
NATIONAL NOODLE MONTH

ICON KEY:

Look for these icons throughout the newsletter for easy identification of attributes that may be important to you.

-  **ALL-NATURAL**
-  **CERTIFIED HUMANE**
-  **DAIRY FREE**
-  **EGG-FREE**
-  **GLUTEN FREE**
-  **GRASS FED**
-  **KOSHER**
-  **LACTOSE FREE**
-  **LOCAL**
-  **LOW SODIUM**
-  **NON-GMO / NON-GMO VER.**
-  **NUTS FREE**
-  **SOY FREE**
-  **SUGAR FREE**
-  **TRANS FAT FREE**
-  **VEGAN**



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St. Patrick's Day is quickly approaching! Whether you'll celebrate for just one day, or spread the Irish cheer out all March long, now is the time to prepare. As you plan your menus and stock your shelves, let's explore some of the exceptional items that are imported from, or simply inspired by, the Emerald Isle.

Start your day off with a full Irish Breakfast! The **Jolly Posh** range of bangers, bacon, and puddings reflect owner Nick Spencer's Irish heritage and are lovingly and locally made in America to his time-honored, traditional recipes. Add some **Batchelor's Baked Beans** and you have a hearty start to your St. Patrick's holiday!



Looking for a lighter start to your day? Look no further than **Sticky Fingers Irish Soda Bread**. Although made in the United States, Irish Soda bread is a St Patrick's Day staple, and Sticky Fingers makes it



easy with their just-add-water mix. Or, from the Emerald Isle itself, McCann's Irish Oatmeal is another classic way to start the day. From single-serve Instant Oatmeal envelopes or cups to boxes and canisters of Steel Cut Oatmeal, McCann's has you covered.

Another great way to greet the day is with Irish Breakfast Tea. The Irish are well-known for their love of strong teas, and the options from **Twinings** and **Taylors of Harrogate** are strong, full-bodied black teas that are rich in flavor and aroma. Or select a tea from Ireland itself: **Barry's Gold Blend Tea** has been considered Ireland's Finest Tea Since 1901.

But don't stop at breakfast! We have a vast selection of Irish cheese that make for the perfect St. Patrick's Cheese Board. Newest to the lineup is **Tipperary Porter Cheddar** (see Page 2), an Irish Cheddar infused with dark Porter that results in a stunningly beautiful brown mosaic with a rich and toasty flavor. See Page 8 for more excellent options to craft your Irish Cheese Board.

Want more?

Click [here](#) to see more products from Ireland!

Sysco Employees and Customers:

To shop all items in this month's newsletter, click on the Sysco Shop icon.

UNDER THE DOME

Jeff Babcock, Cheese Specialist

LUCK O' THE IRISH

Tipperary™

Luck has little to do with **Tipperary** utilizing Ireland's perfect conditions for producing dairy products. Ireland has long been associated with green and is known as the Emerald Isle. With rolling hills and vibrant grass, it sits within an ideal climatic zone, allowing lush vegetation to thrive from frequent rainfalls. Mild winters allow for ten months of flourishing grass each year, so grazing is optimal for dairy cattle, thus leading to a long tradition of cheese. Near the center of Ireland is the County of Tipperary, namesake to the dairy brand we celebrate today.



EXTRA-SHARP CHEDDAR

This rich, creamy cheddar holds just the right amount of sharpness. Aged over 12 months, it develops a deep, satisfying flavor and is extremely versatile in a recipe or simply on a cheeseboard.



3054145 **Irish Cheddar** 10 lb. RW cuts
Stocked in IL, TX, and VA. Non-Stock CA.
9918764 **Irish Cheddar** 1/11 lb. block
Stocked in IL, TX, VA and CA.
1788516 **Irish Cheddar** 45 lb. block
Stocked in IL and VA. Non-stock in TX and CA.

SLICING CHEDDAR



Offering a creamy texture, this cheese has a deliciously sharp taste that satisfies as a snack or melts perfectly on a sandwich. This cheddar is not quite as aged as the extra-sharp, but the flavor does not disappoint.

7173203 **Slicing Cheddar** 2/5.5 lb.
Stocked in IL, TX, VA and CA.

PORTER CHEDDAR

Newest to the Tipperary lineup, this aged Irish Cheddar is permeated with dark Porter that results in a strikingly beautiful brown mosaic and a rich, toasty flavor with hints of chocolate hops. Melt on a burger or pair with its namesake porter.

7191272 **Porter Cheddar** 1/5 lb. Wheel
Stocked in IL, TX, VA and CA.



A BETTER BUTTER

This fine salted and unsalted butter is made with all-natural milk from grass-fed cows that are never treated with any hormones. Slather your morning scones, dress your steamed vegetables or combine with cheddar to create an amazing Mac & Cheese. This Irish butter has the flavor and creaminess you desire.



7173239
Salted Butter
20/8 oz.
Stocked in IL, TX, VA.



7173103
Unsalted Butter
20/8 oz.
Stocked in IL, TX, VA.



WILD AND UNIQUE FOODS

Tim Doyle, Meat & Game Specialist

THE BEST OF EUROPE'S WEST!

MAESTRI

Charcuterie Masters

Maestri d'Italia partners with family-owned producers from all over Western Europe to bring authentic and traditional specialty deli meat products to the United States. Air, water, pig breed, spices, and people skills can make a huge difference in the quality and taste of the

product, and Maestri ensures only the best. Their producers all specialize in crafting high-quality deli meat products for many generations, representing the heritage of each of their territories. Maestri was the first to bring Italian Coppa, Guanciale, and Nduja to the United States, and they continually strive to bring new charcuterie products to America.

Maestri understands the importance of convenience and portioning within the packaging. They import deli meats from Europe and freshly slice them in the United States, or package them in smaller portions to guarantee the maximum freshness to the finished product.

All of the below items are stocked in all divisions and boast these attributes.



AUTHENTIC ITALIAN COPPA



Coppa is produced with the meat from the neck/shoulder of mature pigs. The traditional Italian Coppa offers a delicate

aroma and a sweet-yet-savory flavor. The Hot Coppa (Coppa Picante) is rubbed with Italian hot pepper before it is dry aged, resulting in a slightly spicy finish. Both options are best enjoyed when thinly sliced. Try wrapped around breadsticks or on a charcuterie board or gourmet sandwich!



7107250
Italian Coppa
2/3.5 lb. Deli Chubs



7191328
Italian Hot Coppa
2/3.5 lb. Deli Chubs



OLD WORLD GUANCIALE



Guanciale is an unsmoked, traditional Italian bacon obtained from a pig's cheek or throat. It is an extremely

savory cut of meat with lean veining and a noble fat part that has a different composition compared to lardon (backfat) and pancetta (belly fat). A must-try when making Carbonara!

7144076 **Guanciale** 2/2.65 lb.

7191314 **Guanciale Chub** 12/8 oz.

'NDUJA

'Nduja is a spreadable hot Calabrese salami. A soft mixture of pork flavored with hot pepper and then naturally smoked, it is excellent when spread on bread or pizza.



7182987
Nduja Spread
12/6 oz.

SPECIALTY GROCERY

Salima Ghariani, Grocery Specialist

THE FINEST ITALIAN INGREDIENTS



European Import's **Cucina Viva** lines of pasta sauces, gourmet sweet sauces, and fruit curds use the best PDO (Protected Designation of Origin) and PGI (Protected Geographical Indication) raw materials from Sicily. These products are recognized and appointed by the Ministry of Agriculture (Italy's equivalent to the USDA) as landmarks of food identity heritage. The production site is located in the heart of the Sicilian countryside, in an uncontaminated environment, away from sources of smog and noise where nature, scents, and colors combine. Here, the raw materials are processed in an artisanal way as soon as they are picked, without any chemical additives and dyes. The result is some of the finest products available, which European Imports proudly offers through their exclusive line, *Cucina Viva*.

SWEET BUTTERS



Pistachio butter is the main sweet spread in Italy. Pistachios from Bronte are said to be the best in Italy and that is the main ingredient used to produce Cucina Viva's Pistachio Butter.

7171196 Pistachio Butter 6/6.35 oz.

Stocked in IL, TX, VA, and CA.



Cucina Viva's Chocolate Butter is made with chocolate from Modica and 100% natural ingredients leaving no chemical aromas. Excellent when spread on a piece of toast!

7171195 Chocolate Butter 6/6.35 oz.

Stocked in IL, TX, VA, and CA.



CURDS

Cucina Viva curds are made with real oranges and lemons from Sicily. These are the best-known citrus fruits for taste and flavors and are engrained in the Mediterranean diet.



7171244 Lemon Curd 6/14.4 oz.

Stocked in IL, TX, VA and CA.



7171245 Orange Curd 6/14.4 oz.

Stocked in IL, TX, VA and CA.



PASTA SAUCE

Cucina Viva pasta sauces are natural, organic, and made with 100% authentic Italian ingredients. The family-owned producer has continued their tradition of making these products in a homemade fashion for three generations. They use an artisanal shop today and claim that it just has a "bigger pot."

All below items are stocked in all divisions and boast the following attributes..



7171198	Puttanesca	6/24 oz.
7173300	Tomato Marinara	6/24 oz.
7173289	Basil Tomato	6/24 oz.
7171197	Vodka	6/24 oz.
7171202	Arrabbiata Tomato	6/24 oz.



SPECIALTY GROCERY

Ryan LaMere, Grocery Specialist

A PRESCRIPTION FOR NATURALLY SWEETENED GOODNESS

Dr. Will's
Makes Food Better

Dr. Will's was launched by the actual Dr. Will in England because he couldn't find high-quality condiments or sauces without added preservatives or lots of sugar.

It all stemmed from a story where Dr. Will was told about parents who had to add sugary ketchup to get their children to eat their vegetables. To Dr. Will, this just didn't add up. There had to be a better way!

Dr. Will, along with co-founder and restaurateur, Josh, found the sauces existing on store shelves just weren't doing it for them, so they decided to come up with our own. They began cooking, experimenting with all things natural, good and tasty, and in 2015 the "Dr. Will's" brand was born. All Dr. Will's sauces & condiments come in a case of six 8.8 oz. glass bottles or jars.



SAUCES, CONDIMENTS & MAYO

*All of the below items are stocked in all divisions.
All items feature the following attributes.*



- 7165336 **Tomato Ketchup**
- 7165329 **Beetroot Ketchup**
- 7165234 **Sriracha Hot Sauce**
- 7165332 **Vegan Caesar**
- 7165232 **Miso Tahini Dressing**
- 7165337 **Classic Mayonnaise**
- 7165233 **Spicy Mayonnaise**
- 7165340 **Vegan Mayonnaise**

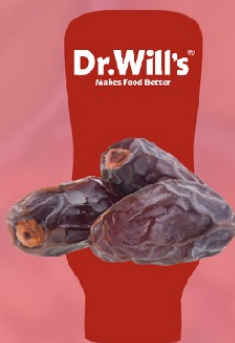


The Goal: To create foods that taste amazing and don't do you any harm.

The Result: Every ingredient used is real, honest and healthy, from tomatoes and avocados to free-range eggs and apple cider vinegar. All the sauces are sweetened naturally, and inside there's nothing you'll need a medical degree to pronounce.



The market leading bottle of ketchup contains 19 sugar cubes,
Dr. Will's is sweetened with just three & a half dates!



3.5 DATES

VS.



19 SUGAR CUBES!



Great Recipes and
Applications Found [Here](#)



WATCH THE MAGIC WAFFLES DISAPPEAR



Le Chic Pâtissier uses traditional recipes and artisanal baking methods combined with ingredients carefully selected from the best local partners to deliver the authentic taste of their offerings.

Le Chic Pâtissier brings us a look at their new line of filled waffles, called *Magic Waffles*. These waffle variations range from very traditional to a more modern twist and are sure to delight! But first, let's explore a traditional Dutch staple that continues to gain popularity: their classic *Stroopwafels*.

STROOPWAFELS

A Stroopwafel is made out of 2 wafer layers from a stiff dough that has been pressed in a hot waffle iron until crisped. While still warm, the waffles have their edges removed with a cookie cutter, which allows the remaining disc to be easily separated into top and bottom wafers. A caramel filling made from syrup, brown sugar, butter, and cinnamon—also warm—is spread between the wafers before the waffle is reassembled. The caramel sets as it cools, thereby binding the waffle halves together. Heat in the microwave or warm by placing on top of your mug of hot coffee, tea or chocolate as is the traditional Dutch way!



7188203

Classic Stroopwafel

48/2.82 oz.

Stocked in IL, TX, VA and CA.



MADE IN BELGIUM

MAGIC WAFFLES

Magic Waffles are produced respecting the traditional Belgian bakery spirit. The dough is still made according to a family recipe passed down from generation to generation since 1922.

The delicious fillings are the magic inside the dough that makes these waffles so unique. These waffles are easily warmed in the oven, microwave oven or toaster. Enjoy Magic Waffles anytime, anywhere, and remember...the Magic is inside!

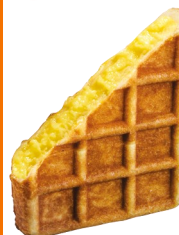
All below items are stocked in all divisions and boast the following attributes.



7193050

Mixed Berry Filled

48/2.82 oz



7193052

Custard Cream Filled

48/2.82 oz.



7193054

Chocolate Filled

6/14.11 oz.



INDUSTRY TRENDS

Retail & Foodservice

10 EMERGING FOOD TRENDS

The Kroger Co. has identified 10 food trends that will accelerate and take hold in 2022. The trends may be broken down into three categories: flavors, premiumization, and behavioral shifts brought on by the pandemic.

Four flavors the retailer sees gaining ground in the year ahead include umami, everything seasoning, tequila, and nostalgic flavors that deliver comfort.

“Asian cuisine has long understood how ingredients high in umami help elevate other ingredients and round out flavors in a dish, but the umami trend is exploding across new products, multicultural cuisines, traditional cooking, and hybrid mash-ups,” according to Kroger.



The savory flavor of tequila follows the umami trend and leads into the second section of trends focused on premiumization. Consumers will upgrade their meals in 2022 by purchasing products that provide plant-based eating, are local, and that deliver restaurant-quality experiences.

“Consumers continue to focus on the health of the planet, not just through plant-based foods, but also by reducing their waste impact with upcycled ingredients and more recyclable packaging,” Kroger said. “Plant-based foods are now being purchased for indulgence, comfort, and nostalgia, rather than being solely known as the healthier choice for our bodies, while still helping consumers lower their carbon footprint.”

An interest in sustainability is prompting some consumers to consider where their food comes from. That interest is leading to rising demand for food and ingredients grown and processed locally.

Kroger also sees consumers embracing more premium products as they seek to raise the level of their dining experiences at home. This is sparking interest in grass-fed beef burgers and hot dogs, goat cheese and bacon pinsa crust style pizza, and kimchi meatballs.

Behavioral shifts Kroger sees in 2022 will be around health and beauty, sharing, and a greater role for charcuterie in meal occasions. Demand for products that contribute to health and beauty will continue in the coming year as consumers seek collagen-rich bone broths, antioxidants, probiotics, and omega-3 fatty acids.

Sharing at meals has been a trend for some time, but Kroger sees family packs focused on specific dietary needs like low carbohydrate, plant-based, or vegan gaining ground in 2022. Along the same lines, Kroger’s trend researchers predict charcuterie will move from a sharable appetizer to playing a more prominent role at breakfast and dessert.



“Unlocking these trends allows us to prepare for the year ahead, adapt our offerings, and innovate within our brands to ensure we continue to provide customers exactly what they need and want to delight themselves and their guests in 2022 and beyond,” said Juan De Paoli, vice president of Kroger’s Our Brands private label business.

CHEESE FROM THE EMERALD ISLE

Cheese may not be the first food thought of when it comes to St. Patrick's Day menus, but there's certainly a wealth of options reigning from the Emerald Isle. Choose from this selection to create an Irish Cheese Board or incorporate it into Mac and Cheese.

The Cahill family has been farming and cheesemaking for over four generations in Ireland. All of their delicious, artisan, flavored cheeses—from Porter and Whiskey to Ardagh Wine and Irish Cream—would make perfect additions to any festive cheese case or cheese board this March.

7216254	Cahill's Ardagh Wine Cheddar	1/5 lb.	
	<i>Stocked in IL, TX and VA; Non-stock in CA</i>		
7020079	Cahill's Irish Cream Cheddar	1/5 lb.	  
	<i>Stocked in IL and VA; Non-stock in TX and CA</i>		
1993355	Cahill's Porter with Stout	1/5 lb.	
	<i>Stocked in IL, TX, VA and CA</i>		
1444599	Cahill's Porter with Stout	1/10 lb. RW	
	<i>Stocked in IL and VA; Non-stock in TX and CA</i>		
1954082	Cahill's Whiskey Cheese	1/5 lb.	
	<i>Stocked in IL, TX, VA and CA</i>		
7133676	Cahill's Whiskey Cheese	10/8 oz.	
	<i>Stocked in IL, TX and VA</i>		

Kerrygold dairy cattle graze on the lush green countryside of Ireland, bringing you truly exceptional cheeses in their crowd-pleasing Cashel Blue, Dubliner, and Aged Cheddar cheeses.

9943135	Kerrygold Cashel Blue	2/3 lb.	  
	<i>Stocked in IL, TX and VA; Non-stock in CA</i>		
1702499	Kerrygold Dubliner	2/5 lb.	 
	<i>Stocked in IL, TX, VA and CA</i>		
1952694	Kerrygold Dubliner Wedges	1/10 lb. RW	 
	<i>Stocked in IL and VA; Non-stock in TX and CA</i>		

, named after the Irish poet of the same name, is made from the milk of pasture-grazing cows. It has a distinctively sweet and tangy cheddar flavor with a creamy texture, making it great on a cheeseboard, melted in omelets or shredded over apple pie. This St. Patrick's Day, pair this aged cheddar with a cabernet or dark oatmeal stout.

3474028	Oscar Wilde Cheddar (2 Year)	1/10 lb. RW	  
	<i>Stocked in IL and VA; Non-stock in TX and CA</i>		
2745004	Oscar Wilde Cheddar (2 Year)	1/42 lb.	  
	<i>Stocked in IL, TX and VA; Non-stock in CA</i>		

Other favorites reigning from Ireland include Daru, Bandon Vale Vintage, and Carrigaline Beechsmoked Cheese.

7889292	Darú	1/7.7 lb.	
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Stocked in IL; Non-stock in TX, VA and CA

Darú is made from pasteurized cow's milk by the Maher family in the heart of Tipperary. Boasting a natural mottled-mold rind that's grey and has a dusty appearance, this semi-hard cheese features a yellow paste with small air holes. The flavor is mild but buttery, with notes of earth and cellar coming through the rind.

7216308	Bandon Vale Vintage	1/8 lb.	
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Stocked in IL and VA; Non-stock in TX and CA

Made in the heart of the rich west County Cork dairy region, Bandon Vale Vintage Cheese is made with pasteurized cow milk and aged for 12 months. It is a mature cheddar with a rich, nutty flavor. Pairs best with red wine.

4285702	Carrigaline Beechsmoked	1/4 lb.	
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Stocked in IL, TX and VA; Non-stock in CA

Another option from County Cork Ireland comes from the Carrigaline Farmhouse, a family-run business for over 30 years. Buttery and creamy with a distinct smoked flavor, this cheese is great as part of a cheeseboard, on sandwiches, or in salads — the options are plentiful!

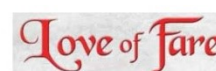
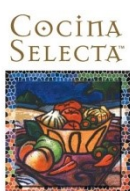
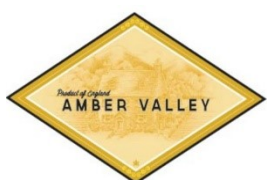


Looking for a selection of these cheese to feature in a cheese board? Featuring Cahill's Irish Vintage Cheddar, Cahill's Cheddar

with Irish Porter, Carrigaline Irish Beech-Smoked Cheese, and Daru, this carefully curated group of cheeses are the perfect solution for an Irish themed cheeseboard this March (or year-round).

9912077	Irish Farmhouse Cheese	1/7.5 lb.	
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Stocked in IL and VA; Non-stock in TX



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